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PROMAX|BDA ENTERS 2009 STRONG WITH LOCALIZED EVENTS, NEW MAGAZINE, DAILY NEWSLETTER AND MORE!

New Initiatives Focus on Enhancing Member Benefits and Promoting Marketers as Leaders Driving the Success of Entertainment Business

LOS ANGELES, CA – February 2, 2009 – [Promax|BDA](#), the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today that it is ramping up membership value with an aggressive slate of new projects for 2009 and beyond. While many businesses and trade associations scale back, Promax|BDA is leading with initiatives to provide members with new resources and tools to help them be more effective and efficient thought leaders in the entertainment and marketing industries.

Some of these new initiatives include:

- *C4 Creative Clinic*, a new series of regional events that brings world class speakers and sessions to television centers outside of New York and Los Angeles
- *brief* magazine, a quarterly intelligence report identifying ideas, trends and innovations from the world's most revolutionary entertainment and information content brands
- Coming in June, a completely renovated website that will maximize networking opportunities and highlight news and best practices in the industry

“We’re executing well-thought-out strategies on how to make Promax|BDA not only hyper-relevant to our international members, but integral to the entertainment industry at large,” said Jonathan Block-Verk, president of Promax|BDA. “Marketers have emerged as the clear leaders driving success in the entertainment business and it is our responsibility to provide them with the resources, insights and thought leadership they deserve.”

The C4 Creative Clinic, which launched in Toronto in November, is a series of regional events that focus on the art and business of content marketing, promotion and design. C4: Miami is slated for Thursday, March 19 and subsequent 2009 clinics will touch down in media centers such as Atlanta and Washington, D.C. For more information about the C4 Creative Clinic, visit www.c4creativeclinics.com.

The Conference, Promax|BDA’s largest annual event, will take place in New York, June 16-18, and is the single most important event for information, inspiration and insight for marketers in the entertainment industry.

brief magazine will feature emerging business trends, ratings analysis, artistic executions and creative and strategic professionals who make the media marketing, promotion and broadcast design industry tick. Each issue will include features such as Spotwatch, which highlights the season's best, most creative promos; Media Brief, which looks at individual properties and platforms being used to break through the clutter; Shuffle, which is a who's who of the industry including executive moves and personnel announcements; and interviews with leaders in the industry, beginning with J.J. Abrams in the inaugural issue.

Promax|BDA members will receive a subscription as part of their membership benefits with an additional controlled circulation.

"With *brief*, marketing professionals now have another resource to improve their effectiveness in attracting audiences and improving brand awareness during this tumultuous time," said Chris Pursell, editor-in-chief of *brief*. "While it may go against conventional wisdom to open a magazine right now, *brief* is a response to the needs of our members, who must be up-to-date on the latest news and trends in order to do their jobs well."

In addition to year round events and a new magazine, Promax|BDA is launching a daily newsletter for members as well as a completely renovated website, which will be completed in June.

About Promax|BDA,

Promax|BDA is a global, non-profit association dedicated to being the leading resource for education community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. For more information, visit www.promaxbda.org.

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